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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2016/2017

### MCD7213 – DIGITAL MEDIA FOR CONTENT DEVELOPMENT

(All sections / Groups)

8 June 2017  
10.00 a.m. – 12.00 p.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages including the cover page with 6 questions only.
2. Answer ANY **FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is provided.
3. Please print all your answers in the answer booklet provided.

**Instruction: Attempt ANY FOUR (4) questions.**

**(40 marks)**

**Question 1**

The Introduction in the textbook by Paul Messaris & Lee Humphreys (2007) "Digital Media: Transformations In Human Communication" describes digital media having four discernible trends. They are simulation, interactivity, connectivity and transparency.

What are your observations on the rise of digital media? (10 marks)

**Question 2**

Looking back, "The Mother of All Demos" was one of the momentous occasions in modern computing history. Name any five (5) concepts demonstrated by the-late Engelbart in that event with a brief description of each. (10 marks)

**Question 3**

One of the three videos viewed and discussed in class about how digital media content impact the world is by Seth Godin titled, "The Tribes We Lead". Discuss Seth's opinions and ideas. (10 marks)

**Question 4**

Several Adobe Photoshop tools, style and features are used in the process to create the *rays-of-light* effect on a still image. Name any two (2) and briefly explain its use in the creation process. (10 marks)

**Question 5**

This question refers to the chapter by Alex Brymer Humphreys "The Past, Present, And Future of Immersive And Extractive E-Books" In Paul Messaris & Lee Humphreys (Eds.) Digital Media: Transformations In Human Communication (2007). New York: Peter Lang Publishing.

Explain what an e-book is, and discuss the differences between immersive and extractive e-books. You may use examples to help in your answer. (10 marks)

**Question 6**

This question refers to a recent industry report published by Adobe titled, "Four Essential Elements for Digital Maturity" (2016 Adobe Digital Marketing Survey results).

Name the four essential elements reported by Adobe based on the creative and digital media industry. Briefly describe and explain each of the elements. (10 marks)

**End of Paper.**

